

ARCHIE
SERIES



APPROVED
BY THE
COMICS
CODE
AUTHORITY

12c

AUG.

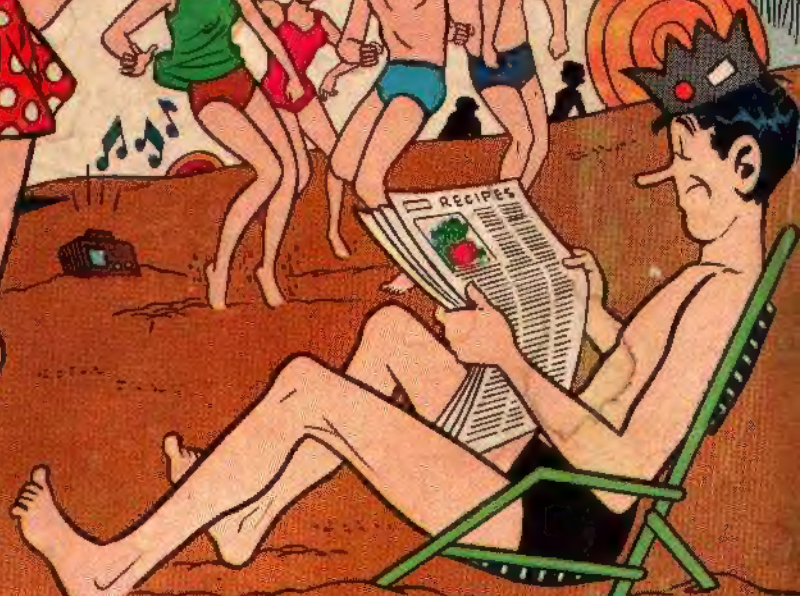
Jughead

NO.
123



JUG, DON'T I LOOK
LIKE I STEPPED OUT
OF A MAGAZINE?

YEAH! A
SCIENCE FICTION
MAGAZINE!





This is it, man.

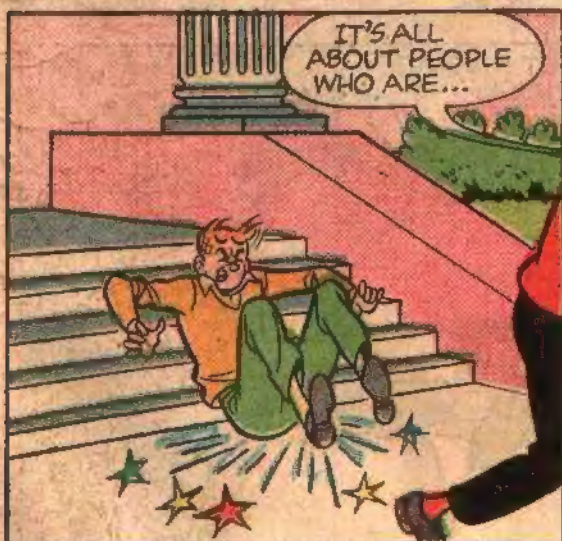
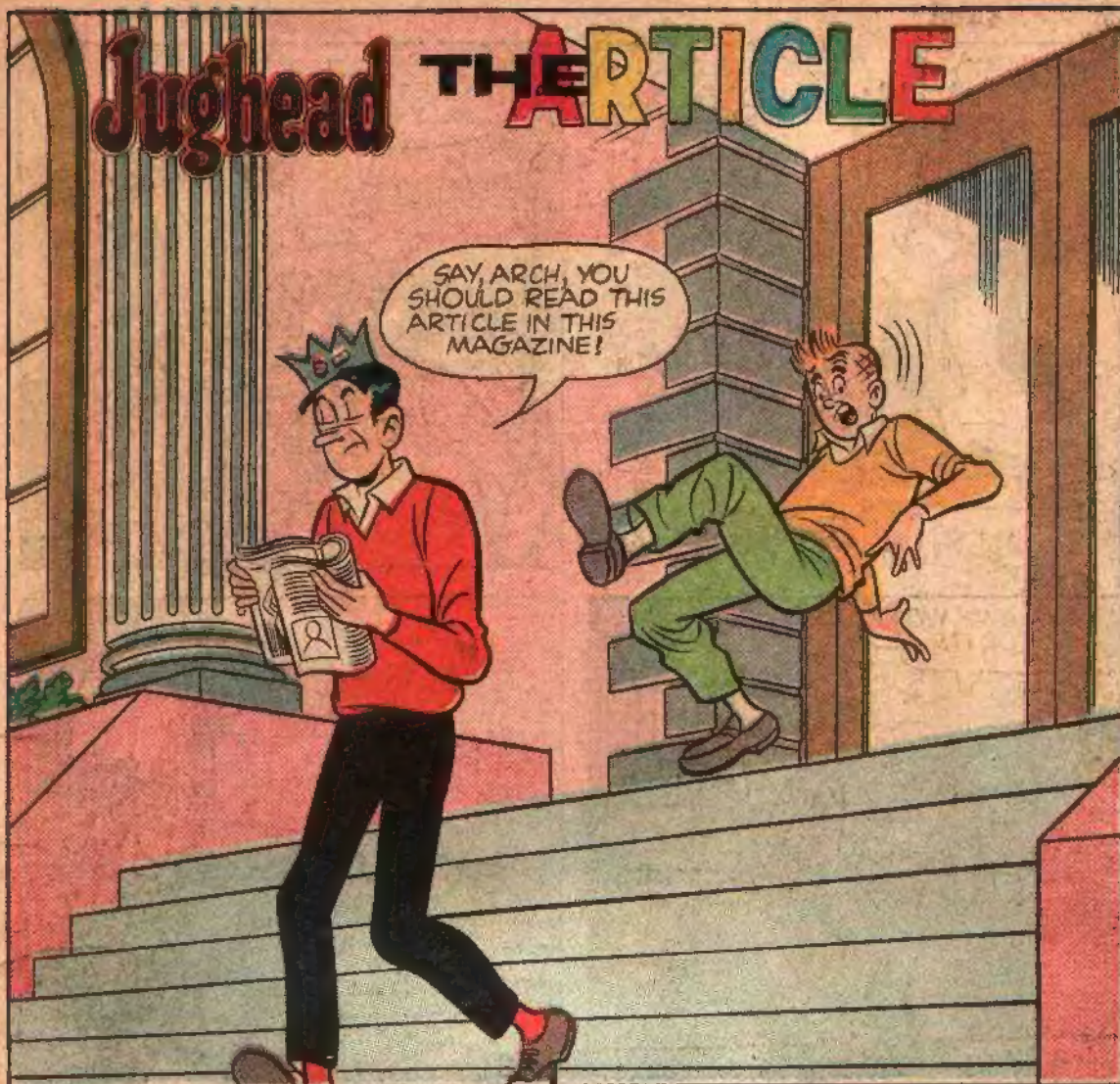
**The Fastrak—
U.S. Royal's new bike slick.
Now you can make
a bike like this
into a real dragster.**

U.S. Royal Fastrak[®]

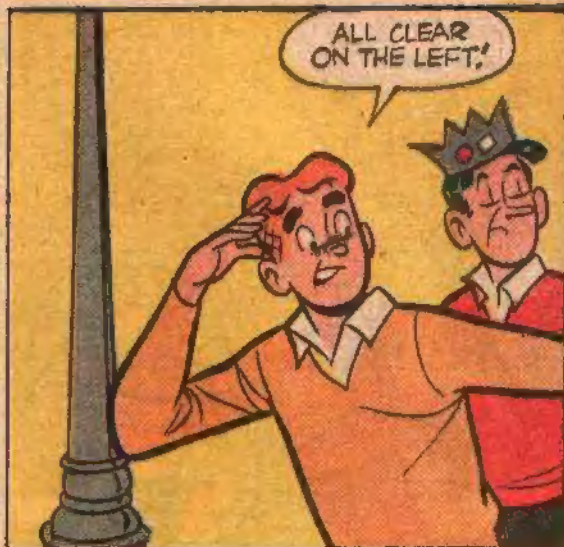
**UNIROYAL
U.S. RUBBER**

U.S. Rubber Tire Co., 549 E. Georgia St., Indianapolis 6, Ind.

Jughead THE ARTICLE







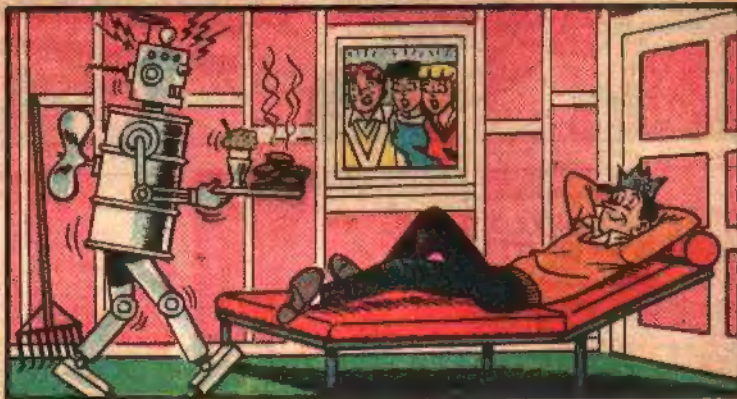




Jughead

-IN-

"SLAVE LABOR"



MOOSE

IN

EARLY BIRD



THE ADVENTURES OF PATTY & ANDY

THE Popsicle® Twins



"POPSICLE" ON TV! All summer long, "Popsicle" sales help bring you 6 of your television favorites—"Andy of Mayberry," "I Love Lucy," "Mr. Ed," "The Real McCoys," "The Munsters" and "Rawhide." All on your CBS station. Tune in!

PLEASE
SEND MY
"POPSICLE"
GIFT LIST
TO:

Name _____
Address _____
City _____
State _____

**ALL THE
NEWS
THAT FITS
WE PRINT**

Archie Club News

**SEND IN
YOUR REPORTS
AND WIN
CASH PRIZES**

JUGHEAD NO.123 AUG.

MEMBERSHIP—FIFTEEN CENTS

FIRST PRIZE — \$5.00

**REPORTER
LOUISE MATARAZZO
87 Schuyler Drive
Highland Park, N.J., 08904**

Dear Archie,

My father often takes me to Professional Baseball Games. The following poem expresses the feeling I had when a certain player—a favorite of mine—emerged from the ballpark in street clothes.

" 'TIS HE I ADMIRE"

The first time I ever saw this fellow,
He wore brown tailored slacks and a knit
shirt of yellow.

His shoes were of the finest leather a
person could wear,
And he looked so handsome, with his
crew-cut hair.

The first time I saw him he wore a great
big smile,

And signing autographs like it was going
out of style.

And as he acknowledged the cheery
greetings he had received,
He strolled to his car about ready to leave.

His car was the greatest I had ever seen,
It was a two-door Cadillac of a very light
green.

And as he jumped into his car and drove
out of sight,

I thought of how he had made my day
just right.

I have seen him many times thereafter,
Sometimes he'd emerge quiet; sometimes
with laughter.

But 'twas nothing like the first time and
there will never be,
A time when he'll look more handsome or
greater to me.

SECOND PRIZE — \$3.00

**REPORTER
YVONNE KEMENY
63-65 110th Street
Forest Hills 75, N.Y.**

Dear Archie,

My trip to Sweden was very exciting. I
went with my family for the whole summer
in 1964.

On our way there we stopped in Iceland
and then in Gottenburg, as they call it
in English. The place we mainly stayed
at was Bromma, a suburb in Stockholm.
It was so amazing to see how beautiful and
clean Scandinavia was.

We visited Drottningholm, the palace
where the King and Queen of Sweden
mostly spend their Christmas holidays.
There are many busy streets in Sweden.

I hope this summer I will be able to
go to Sweden and see how much it has
changed since my last visit.

THIRD PRIZE — \$2.00

**REPORTER
PATRICIA CORRY
402 25th Street
Santa Monica, Calif.**

Dear Archie,

The other night I was watching a show

on television and some man came on to say what girls are. He said that girls are weak, dainty little things with pink bows and frilly dresses. They can't do hard work, because they are helpless and frail. I got so mad I almost kicked the T.V. set. I've mowed lawns and done hard garden work and everything. But when my girlfriend and I wanted to earn some money we couldn't get a cent. Everyone said, "But you're just girls. That work is too hard for GIRLS. You'd better let your brother do it." So please, everybody, the only girls that act weak and helpless are lazy sissies. Treat us normal girls like we're humans, not weak little things that can barely pick up a pencil.

FOURTH PRIZE — \$1.00

**REPORTER
CAROLYN HALL
925 Elm Drive
Rodeo, Calif.**

Dear Archie,



A cat is a delightful, affectionate, well-mannered pet. They are easy to care for, easy to train and a pleasure to own.

In choosing them you must first decide if you would like a kitten or a cat. Kittens are lovable and playful. Cats are quiet and most likely already housebroken.

There are many kinds of cats. They include such breeds as these: Domestic Short Hair, Persian, Siamese, Burmese, Abyssinian, and the cat without a tail, the Manx.

I know quite a bit about cats and kittens because ever since I can remember we have owned one. I hope you love cats as much as I do.

If you want to be an ARCHIE CLUB MEMBER eligible to win all these CASH PRIZES,

Archie Club

THIS IS TO CERTIFY THAT



**P
R
E
S
S**

SIGNATURE OF MEMBER
IS A MEMBER IN GOOD STANDING OF THE ARCHIE CLUB AND IS ENTITLED TO BE A REPORTER OF ALL TEEN AGE NEWS AND EVENTS FOR THE ARCHIE GROUP OF COMIC MAGAZINES

Archie Andrews
PRESIDENT

not to mention a BIG BYLINE in a top-notch comic magazine, then just fill out the coupon below and mail it along with 15¢ in coin to cover cost of mailing and handling. Here's what you get by joining the ARCHIE CLUB as an official reporter. You get a dressty OFFICIAL ARCHIE CLUB BUTTON and snappy PRESS CARD. This will make you a real reporter.



Every member gets this official press card and beautiful 4 color button

ARCHIE CLUB:

241 Church St., New York 13, N. Y.

Dear Archie: Please enroll me as a member of the Archie Club and send me a button and press card by return mail. I enclose 15¢ in coin to cover the cost of mailing and handling. Send to:

NAME _____ AGE _____
(PLEASE PRINT PLAINLY)

ADDRESS _____

CITY _____ STATE _____

ROCKY and BULLWINKLE



ARE
CHEERIOS
YOUR FAVORITE
CEREAL,
BULLWINKLE?

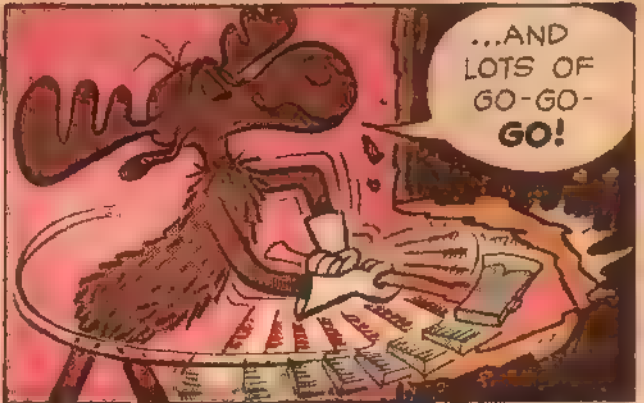


RIGHT,
ROCK!

CHEERIOS 'N' MILK GIVE
US PEOPLE MUSCLE-MAKIN'
PROTEIN...

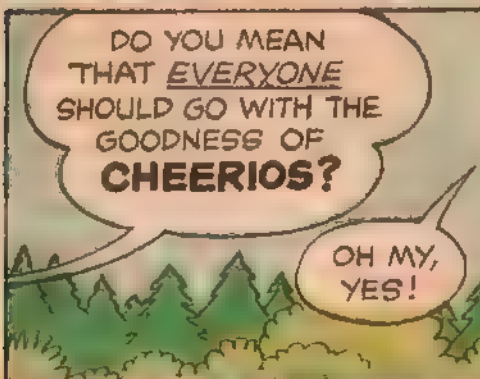


...AND
LOTS OF
GO-GO-
GO!

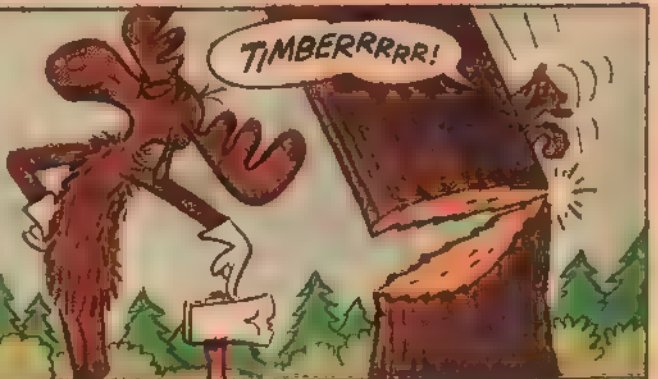


DO YOU MEAN
THAT EVERYONE
SHOULD GO WITH THE
GOODNESS OF
CHEERIOS?

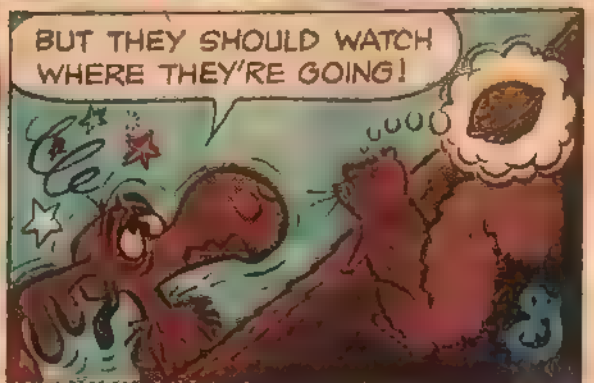
OH MY,
YES!



TIMBERRRRR!



BUT THEY SHOULD WATCH
WHERE THEY'RE GOING!



SWITCH WITCH

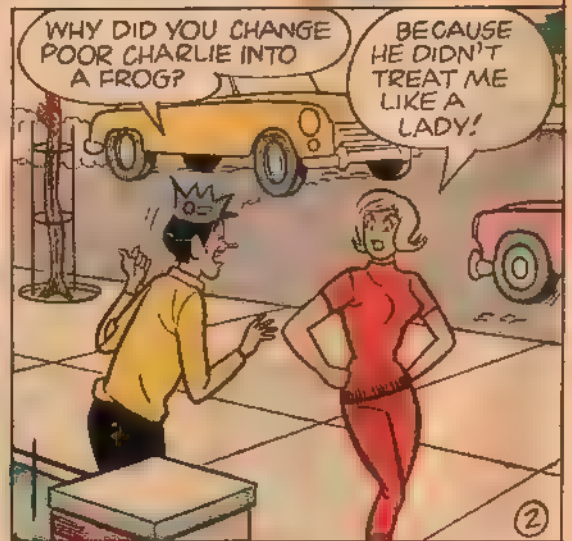
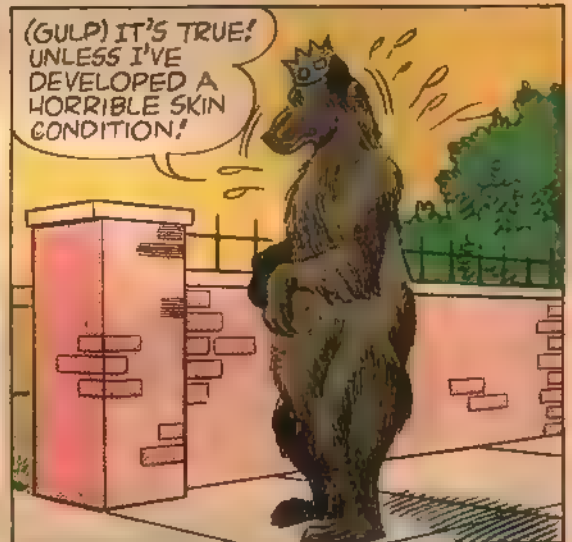
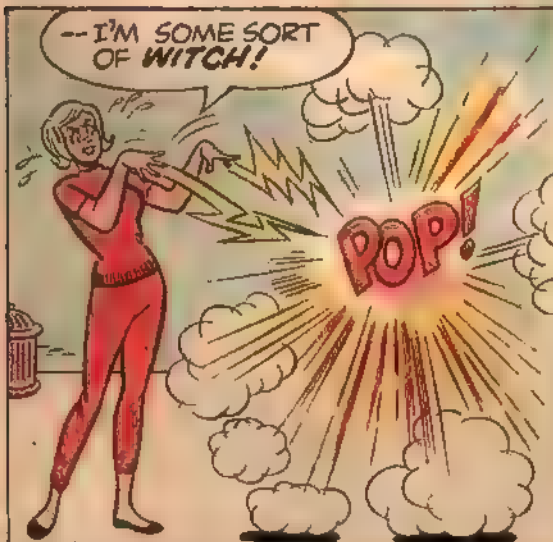
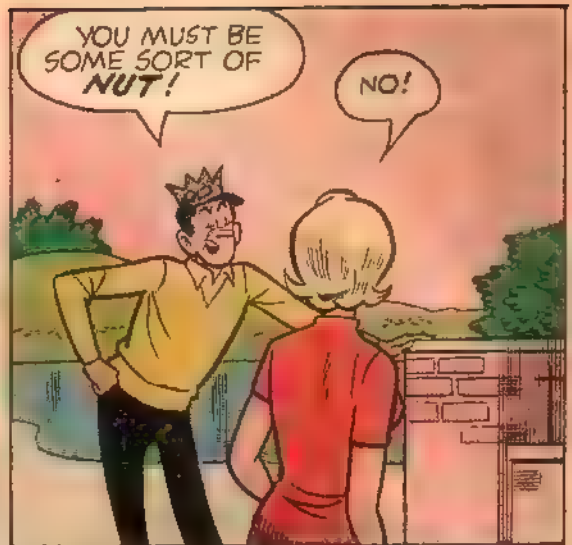
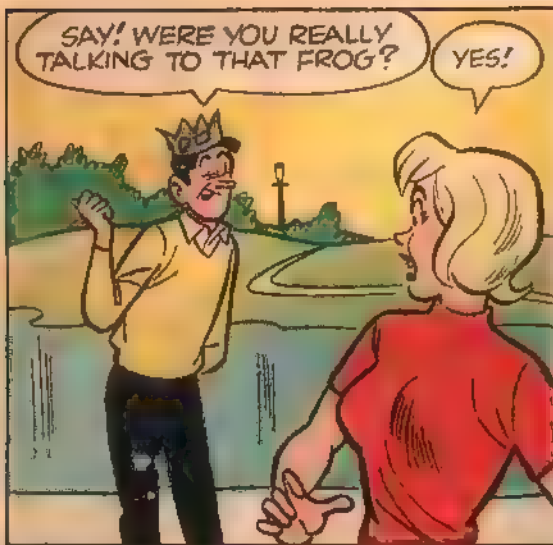
T-U-F, CHARLIE! THAT
SPELLS TOUGH!
THIS TIME YOU PLAYED
FAST AND LOOSE WITH
THE WRONG CHICK!

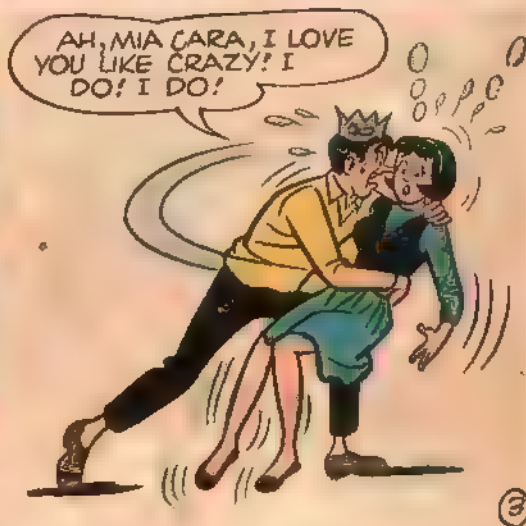
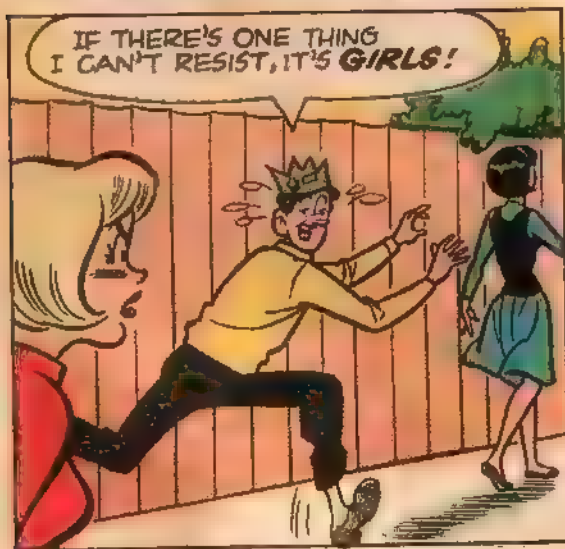
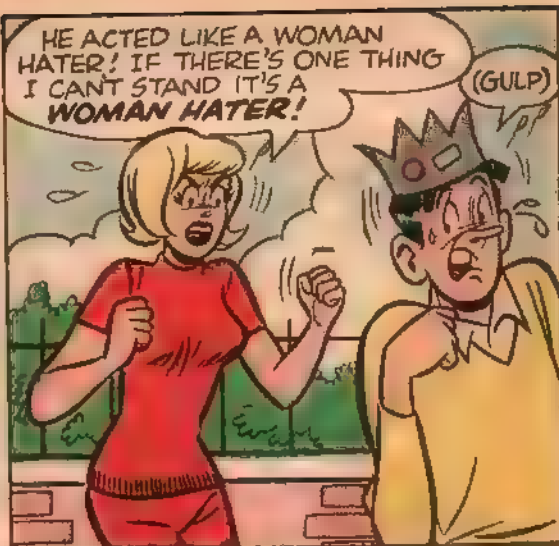
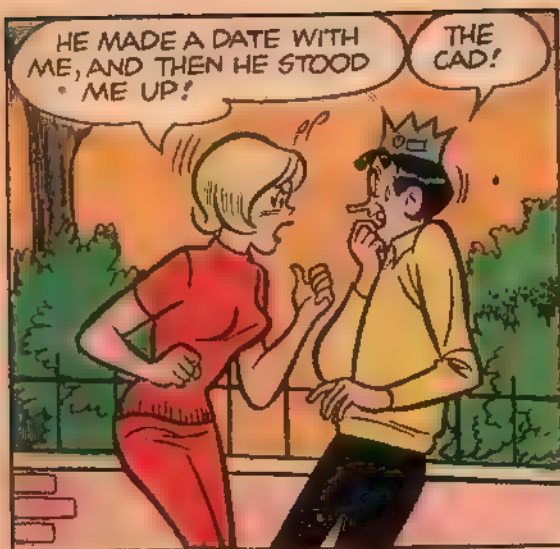
HONEST, SAMANTHA! IF
I'D KNOWN YOU WERE A
WITCH, I WOULDN'T HAVE
STOOD YOU UP!

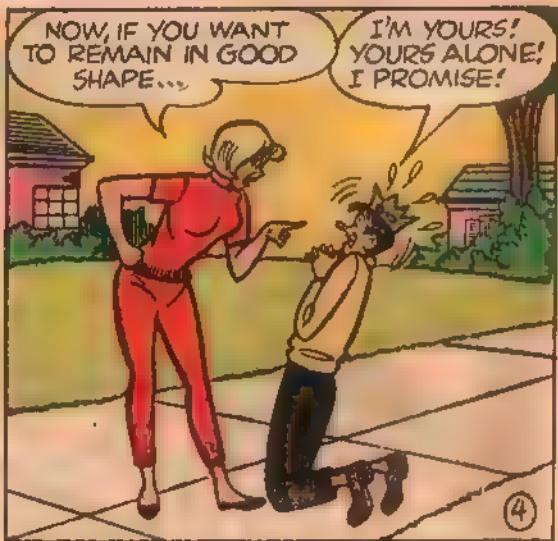
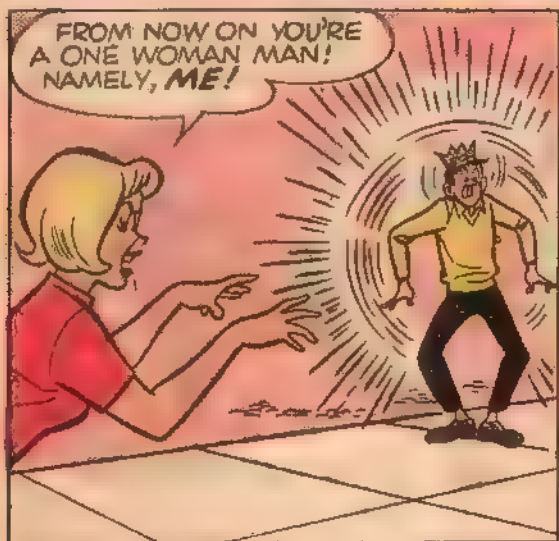
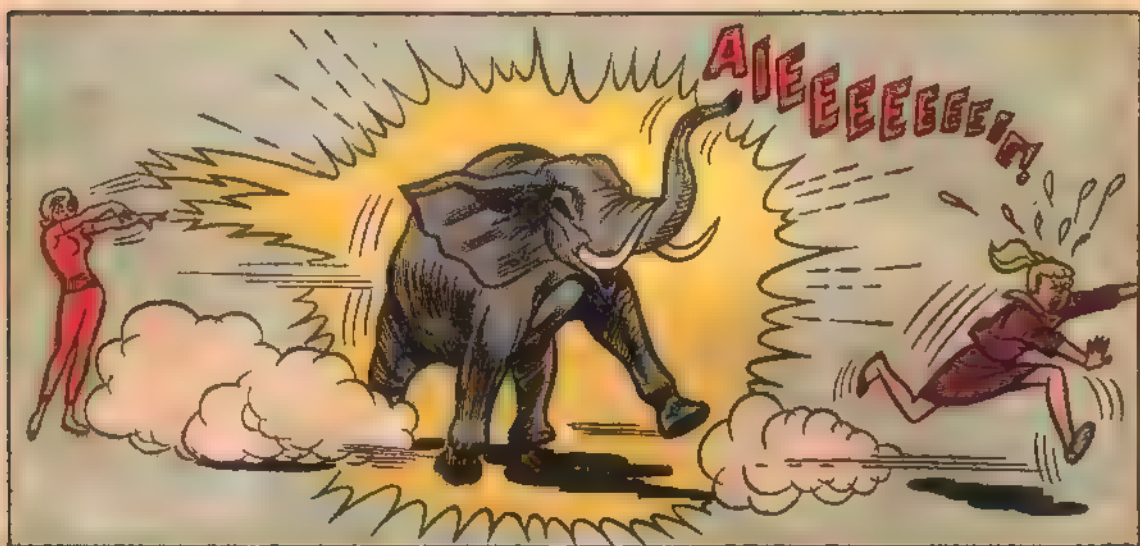
Jughead

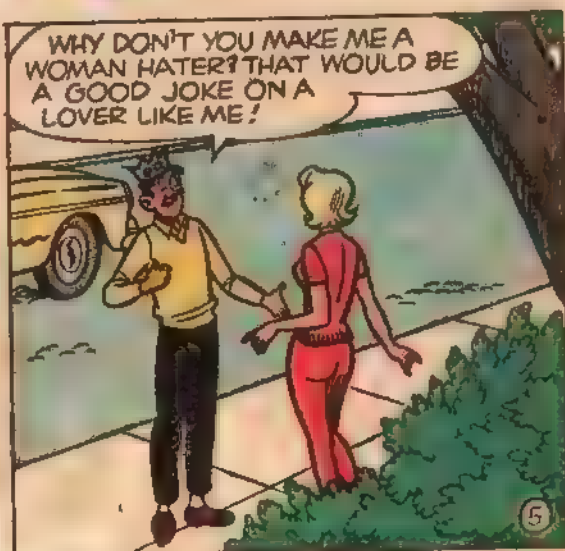
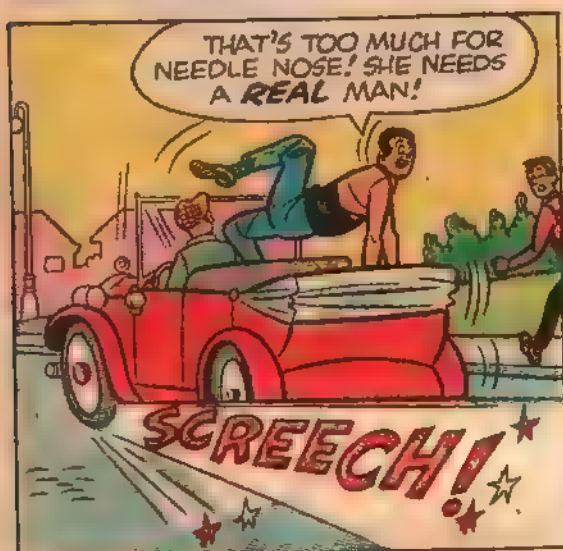
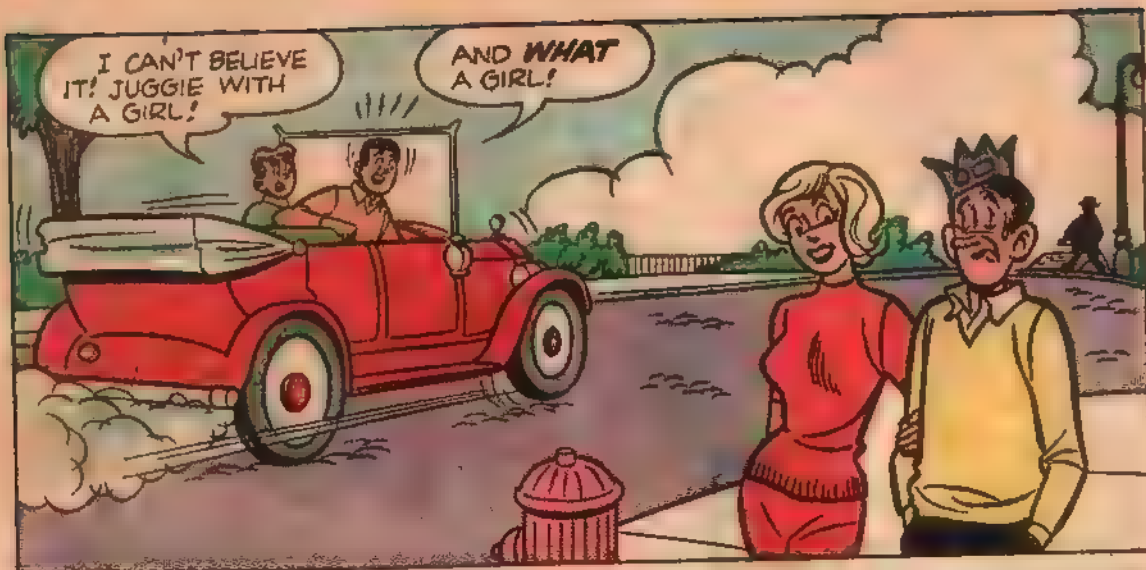
WE WITCHES HAVE
OUR PRIDE! WE LIKE TO BE
TREATED LIKE **LADIES!**

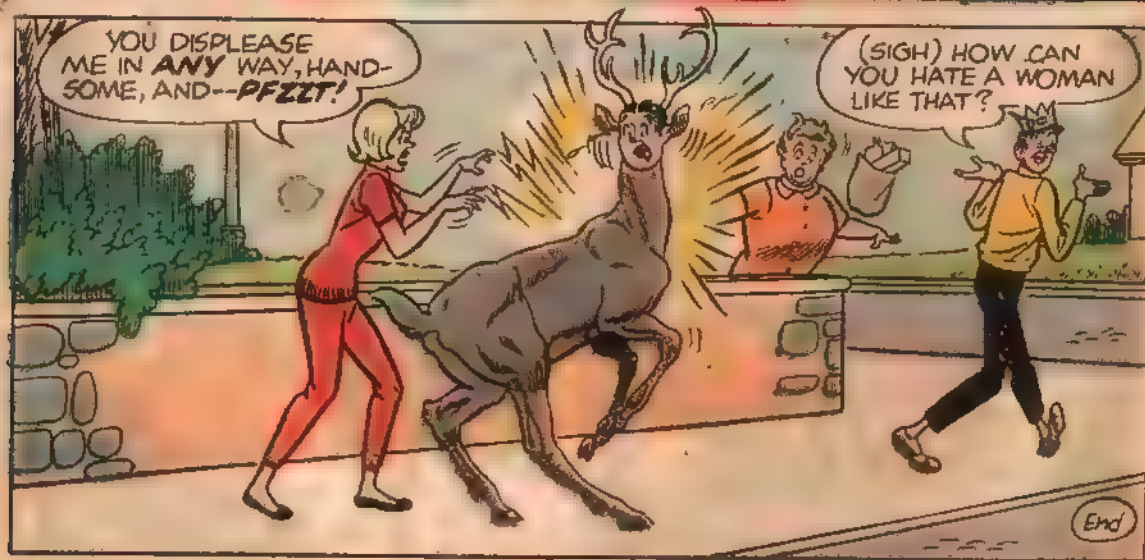
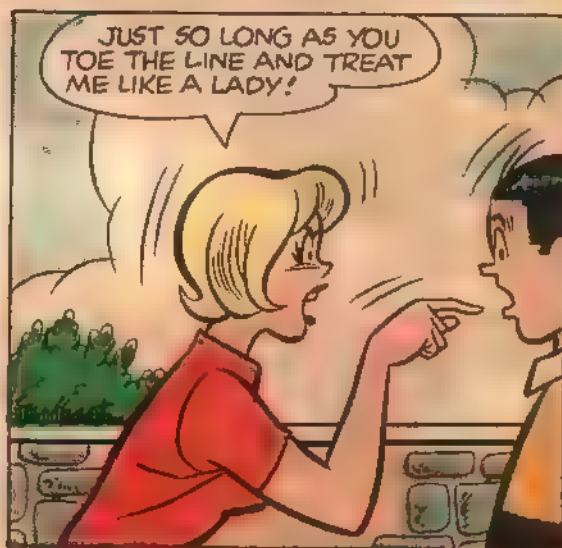
THINK THAT OVER WHILE
YOU'RE PLAYING
LEAP FROG!







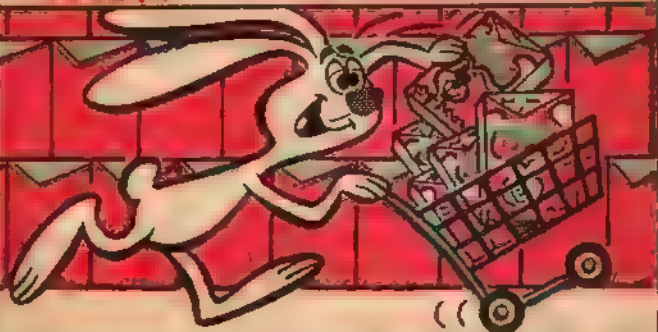




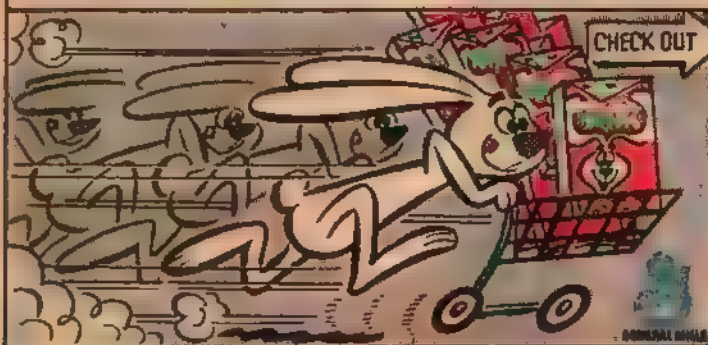
HOW'S TRIX?

WORTH SHOPPING
AROUND FOR...

TriX ...THE CORN CEREAL WITH...



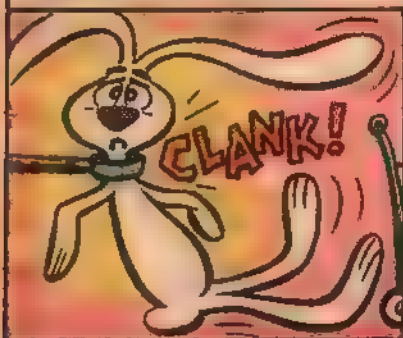
THE TANGY TASTE OF NATURAL FRUIT!



FRUIT COLORS, TOO!



AND AS WE ALL KNOW...



"THIS MIGHT BE YOUR LIFE"



READ **LIFE** WITH **Archie**
ON SALE NOW COMICS

JUGHEAD

"BIG MOUTH"

JUGHEAD! LET ME GO, OR I'LL STOP BEING YOUR FRIEND!

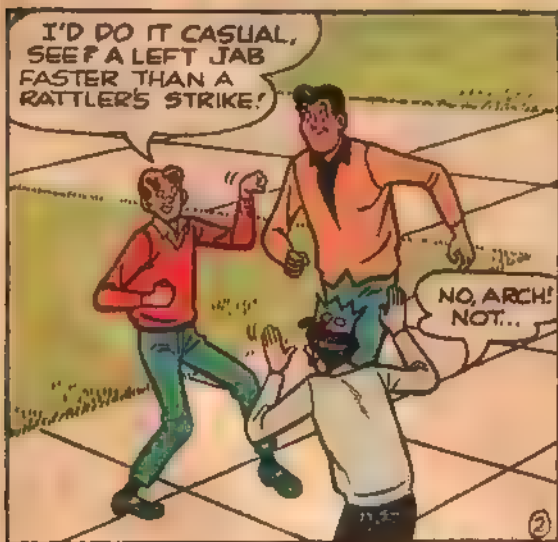
ARCH! IF I LET YOU GO, YOU'LL STOP BEING!

YOU KNOW, YOU'RE RIGHT! HE'D CREAM ME, WOULDN'T HE?

LIKE THE TOPPING ON A BANANA SPLIT!

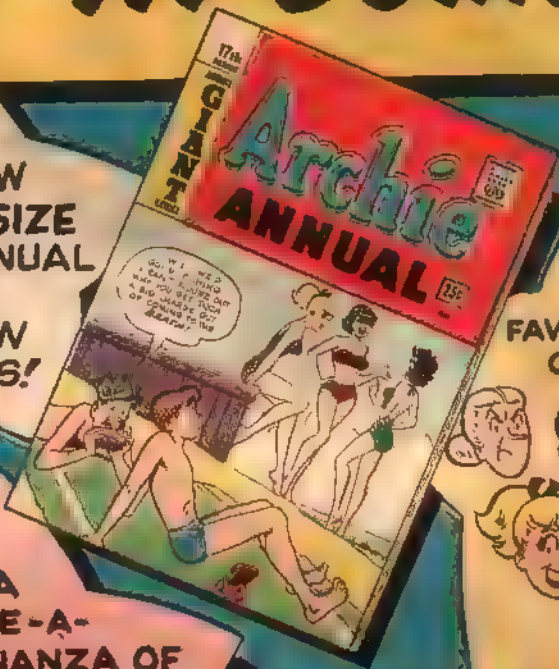
HA!-LIKE YOU ALWAYS SAY, JUG! IT'S NOT WORTH GETTING YOUR EARS BEAT OFF FOR A MERE GIRL!

OH, I SAY THAT! ALL THE TIME I SAY THAT!

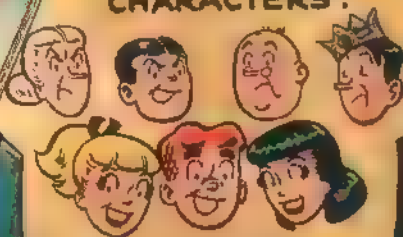


THE GIANT OF THEM ALL IS ***STILL***
THE GREATEST
BUY IN COMICS!

IT'S
THE NEW
GIANT-SIZE
ARCHIE ANNUAL
#17!
ALL NEW
STORIES!



WITH
ALL YOUR
FAVORITE ARCHIE
CHARACTERS!



**A
ONCE-A-
YEAR BONANZA OF
THE MOST FUN-
FILLED PAGES
IN COMICS!**

PLUS... **FREE** 1966 PIN-UP
CALENDAR IN FULL COLOR IF
YOU USE THE COUPON TO ORDER
NOW!

**PLEASE
NOTE!**

THIS IS A PRE-PUBLICATION OFFER!...THE MAGAZINE AND CALENDAR ARE MAILED SEPARATELY AS SOON AS EACH IS OFF THE PRESSES.

MAIL TO: ARCHIE ANNUAL *17
ROOM 603, 241 CHURCH ST.
NEW YORK, N.Y. 10013

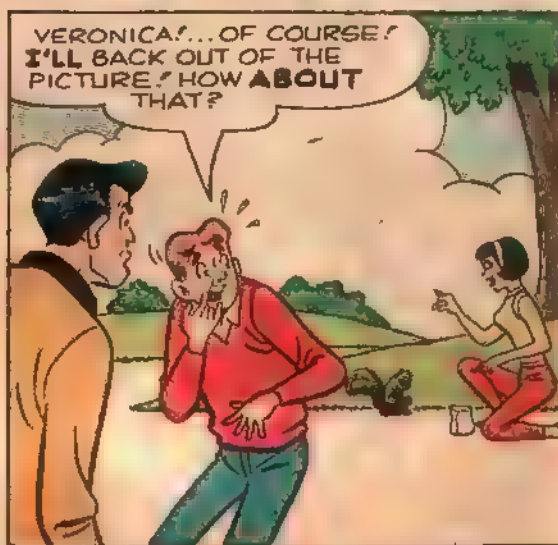
ENCLOSED PLEASE FIND 25¢ IN COIN
FOR WHICH YOU WILL SEND ME THE GIANT-SIZE
ARCHIE ANNUAL '17 AS SOON AS IT IS
OFF THE PRESSES PLUS THE FULL COLOR PIN-UP
CALENDAR AS A **FREE BONUS!**

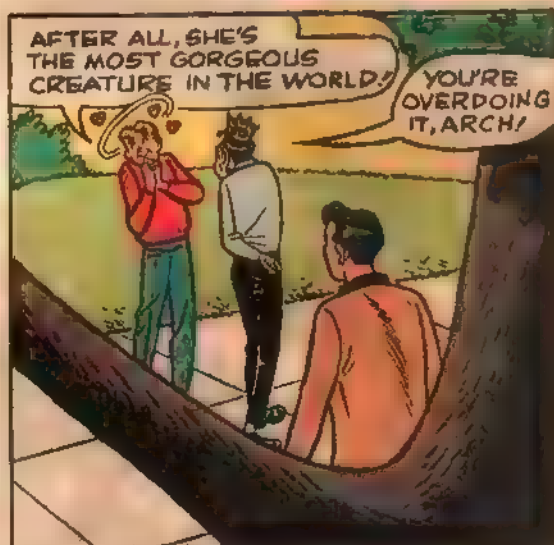
NAME _____ AGE _____
PLEASE PRINT

ADDRESS _____

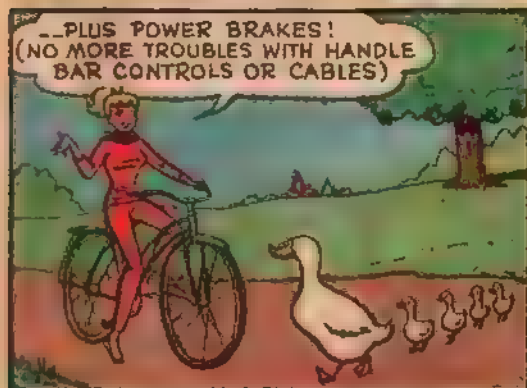
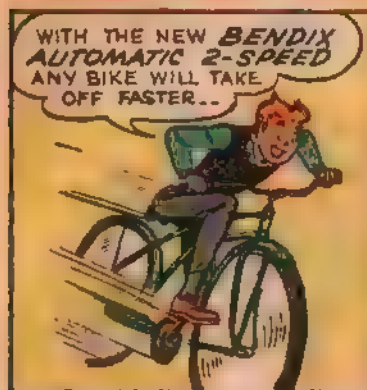
CITY _____ STATE _____







ARCHIE GETS ALL THE BRAKES



MAIL COUPON FOR A FREE FOLDER ON THE **BENDIX AUTOMATIC 2-SPEED**

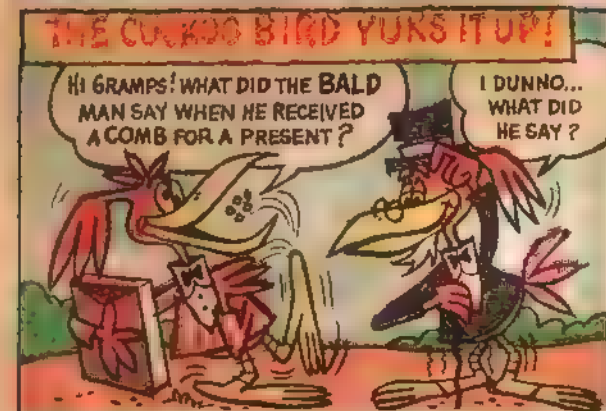
← LOOK FOR THE COLOR BANDS →

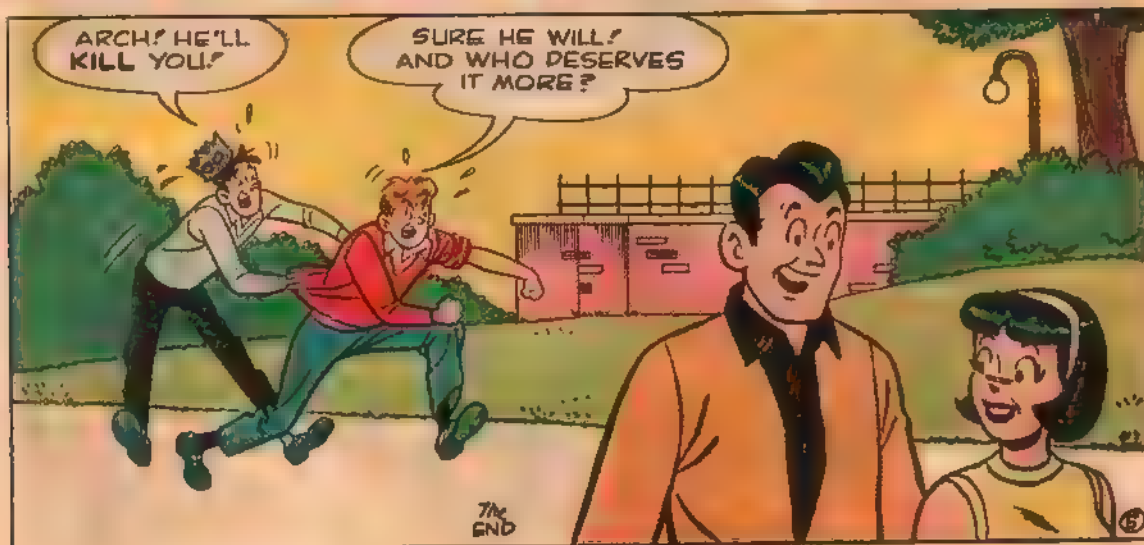
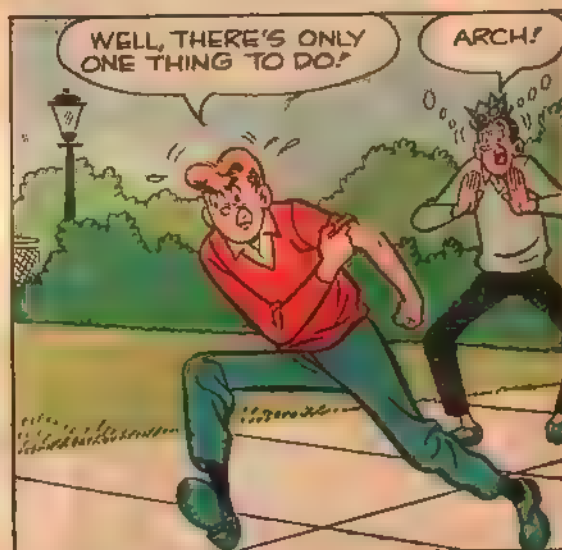
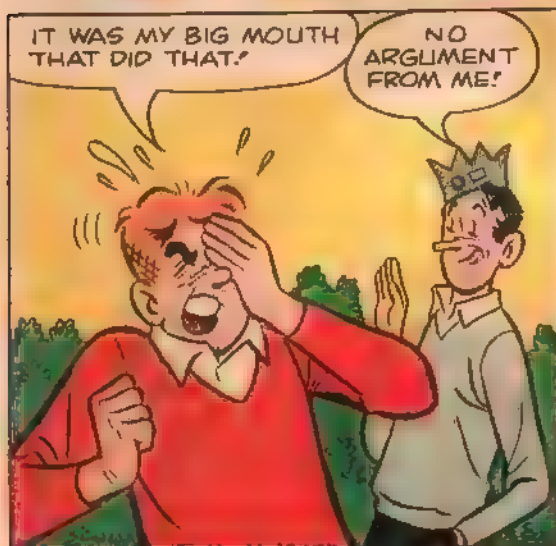
THE BENDIX CORPORATION - DEPT A
ECLIPSE MACHINE DIVISION
ELMIRA, N.Y.

NAME _____
(PLEASE PRINT)

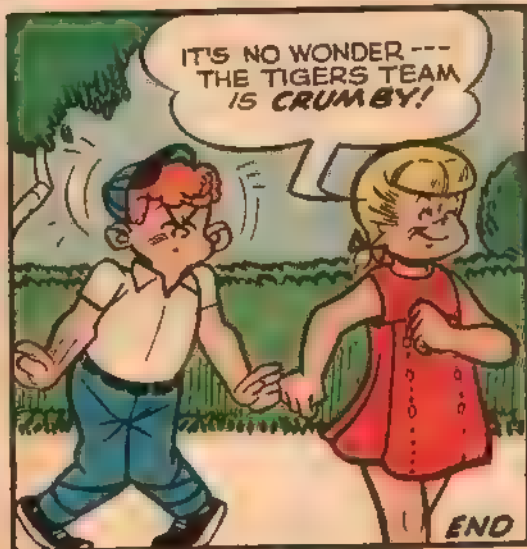
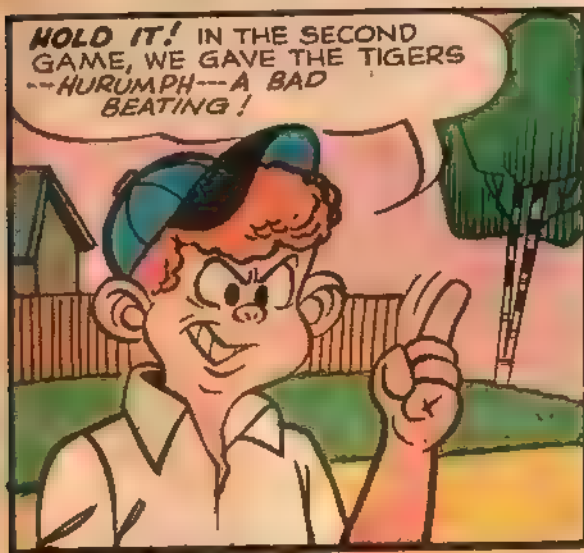
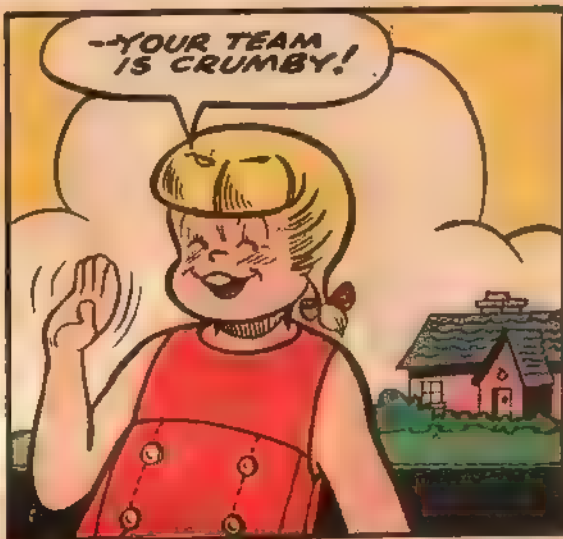
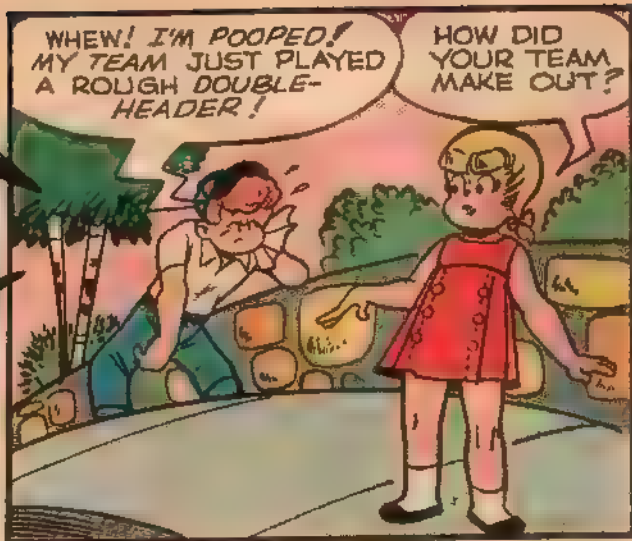
ADDRESS _____

CITY _____ STATE _____ ZIP NO. _____





I'll Jinx YOU CAN'T WIN!



HIGHEST STYLE · NEWEST KIND
AMAZINGLY WONDERFUL STYLE SETTER

\$1.00

PERSONALIZED RING

WITH YOUR NAME
OR INITIALS *J-D Ring*

NEWEST FASHION RING

Your cosy-nailed finger tips will help bring out this up-to-the minute fashion idea. A beautiful matching link chain is part of this magnificent gold or silver plated identification ring. When ordering simply send your initials or name, and your ring size, (measure your finger with a string, if necessary) and send the string. Send \$1. plus 25¢ for postage and handling for each ring you order. The ring enhances the beauty of your hand—makes them prettier and lovelier to look at—you'll be the envy of your friends. Order 2 rings—one with initials, one with your name.



MAIL COUPON TODAY!

RING—BEST VALUES CO. DEPT. 11

285 Market St., Newark, New Jersey

Please send me _____ per-
sonalized rings at \$1. per ring,
plus 25¢ for postage and handling.

Initials or Name

Color Size

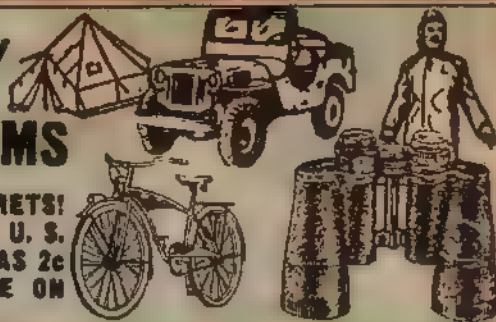
Name _____

Address _____

City _____ Zone _____ State _____

FREE with the money you save... U.S. GOVT. SURPLUS ITEMS

AS A REWARD WHEN YOU KNOW THESE SECRETS!
GET AMAZING LOW VALUES DIRECT FROM THE U. S.
GOVT. AT INCREDIBLY LOW PRICES! AS LOW AS 2c
OR LESS FOR EVERY SURPLUS DOLLAR! SAVE ON
1000's OF ITEMS!



Yes, it's true! You can get thousands of valuable articles from the U.S. Government at pennies on the dollar SAVE so much money that it's like getting articles FREE of cost. Imagine! You pay as little as 2c for every dollar's worth of merchandise... save as much as 98% of the original cost of JEEPS, TRUCKS, CARS, SPORTS EQUIPMENT, PHOTO SUPPLIES, ELECTRONIC, ELECTRICAL and HARDWARE supplies; TOOLS, MACHINERY, HUNTING, FISHING, OFFICE, RADIO equipment and more. Even planes! It's easy when you know all the "ins and outs" as revealed in our big, new U.S. GOVT. SURPLUS DIRECTORY. It tells you what to do, how to do it, and lists hundreds of Air Force, Army and Navy government surplus depots all over the country. You don't even have to leave your home! Thousands are already saving this simple way and so can YOU. Rush \$1 today for jam-packed directory—Guaranteed to SAVE 100 TIMES ITS COST or your money back!

GET BUYS LIKE THESE!

Jeeps . . . \$116.53 Planes . . . \$83.14. Boats . . . \$5.90 Ladders . . . \$1. Trucks . . . \$200. Typewriters . . . \$16.84. Sleeping Bags . . . \$2. Autos . . . \$80.00. PLUS thousands of articles such as CARS, Recorders, Motors, Hoists, Compressors, Bicycles, Engines, Desks, Boots, Jackets, Stoves, Scooters, Parachutes, Binoculars—practically everything the Services ever buy. SAVE up to 98c or more on every dollar—it's like getting other surplus items FREE with the money you save!

N. R. Kallungi Co.

28 N. Marengo, Dept. B-5

Pasadena, Calif.

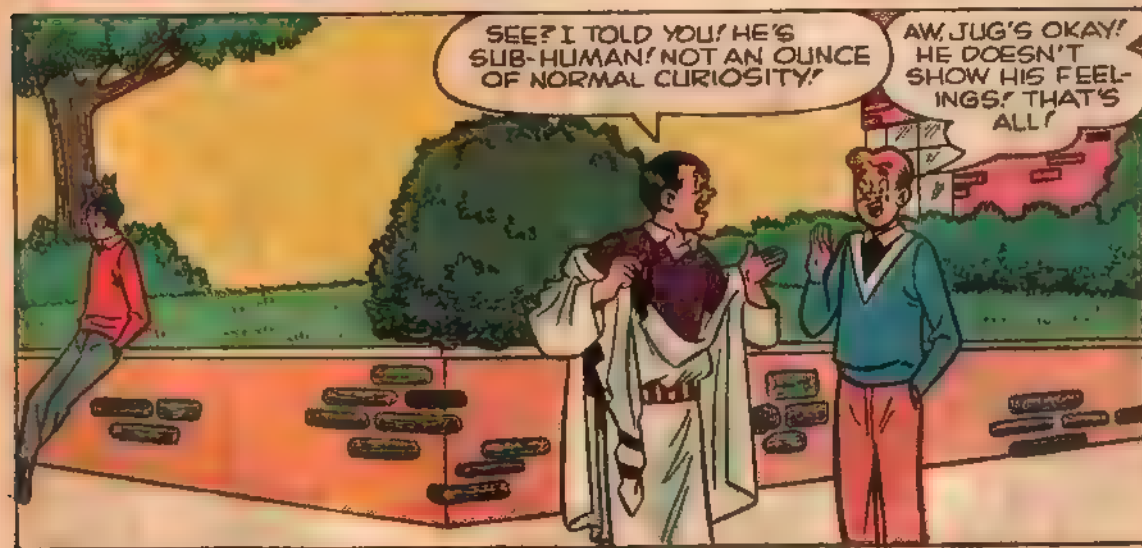
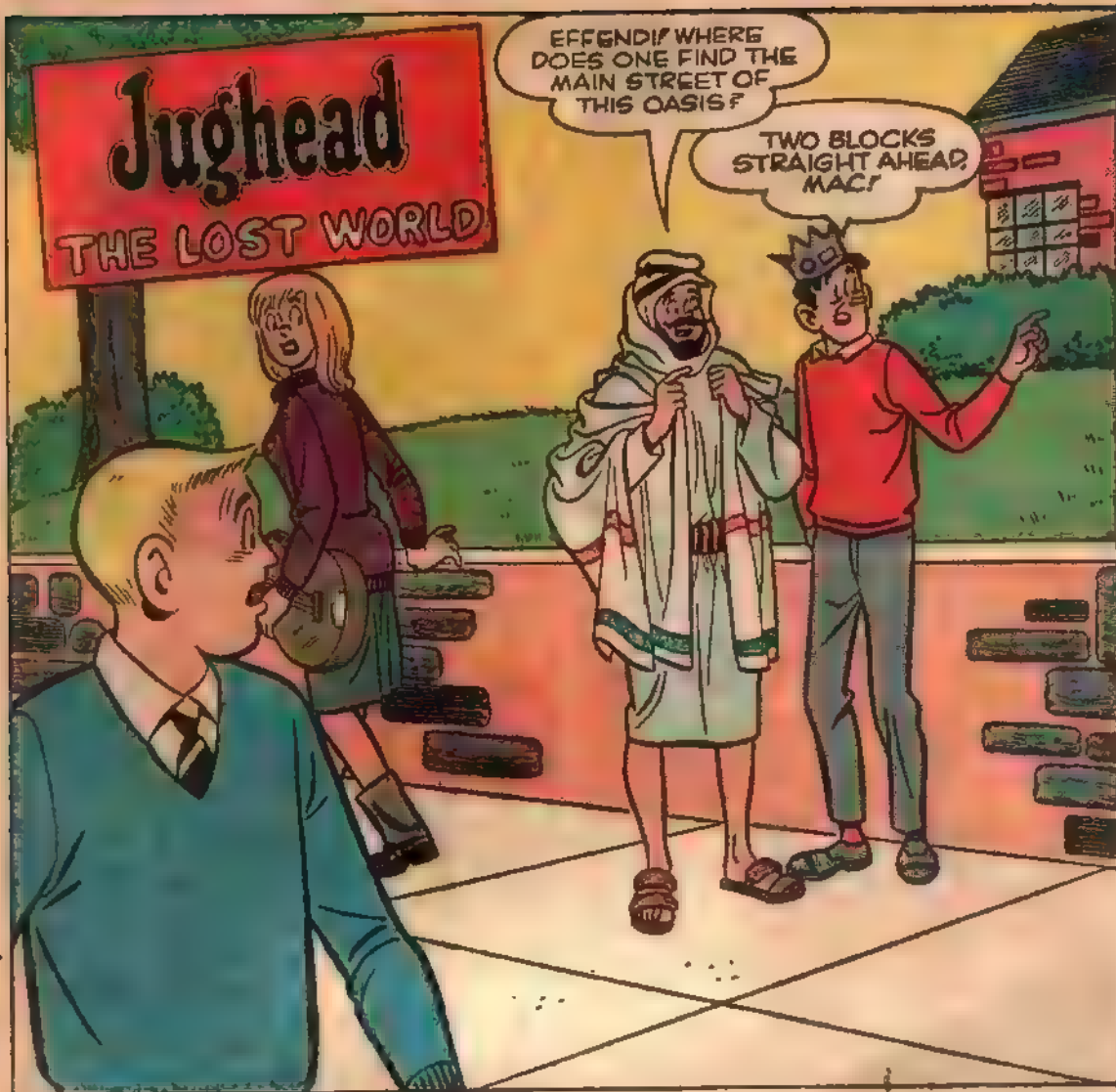
Rush me big Government Surplus Directory,
I enclose \$1 under your money-back Guarantee.

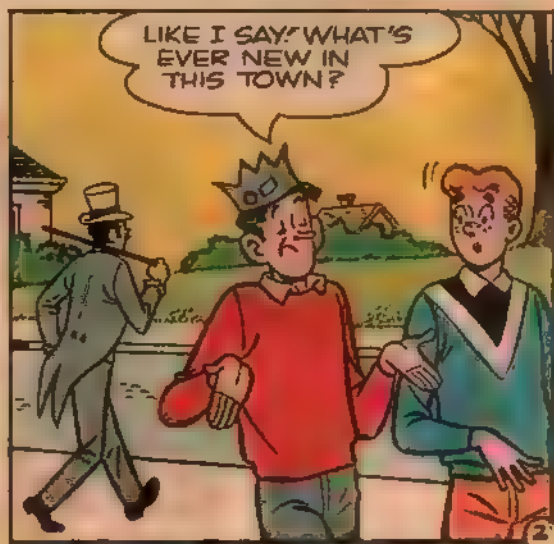
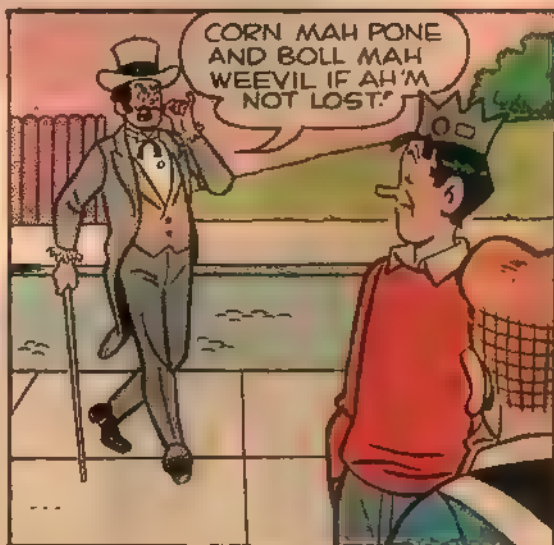
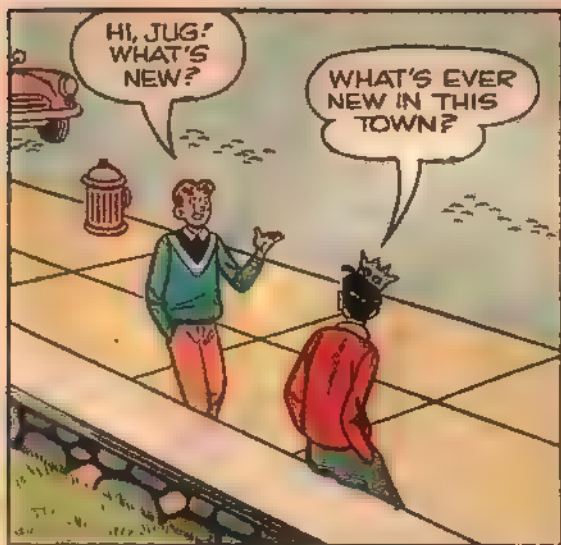
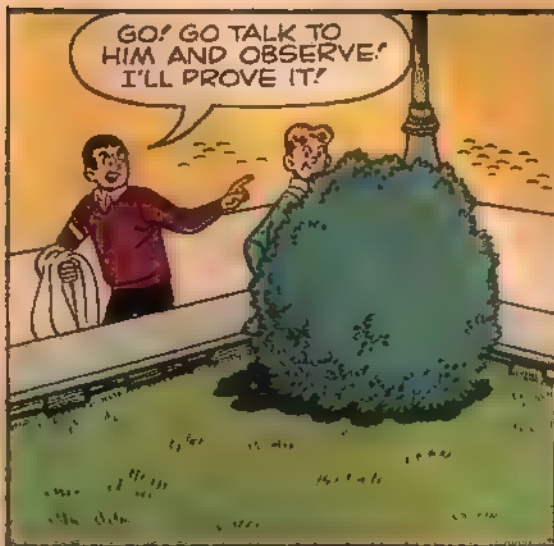
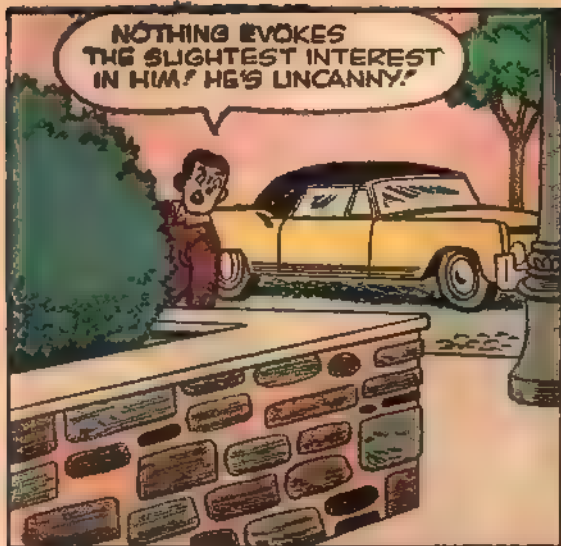
NAME _____

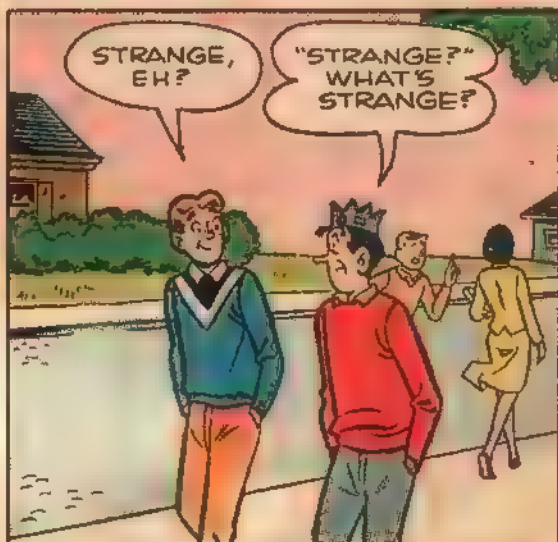
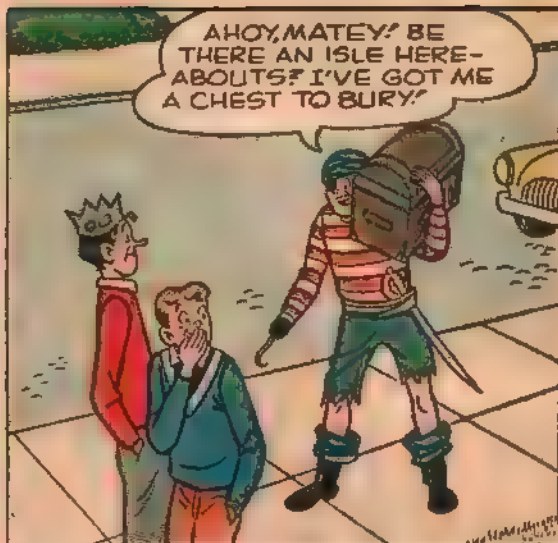
Address _____

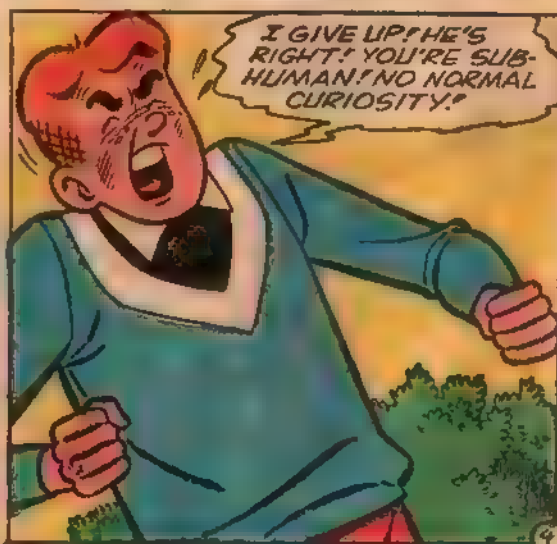
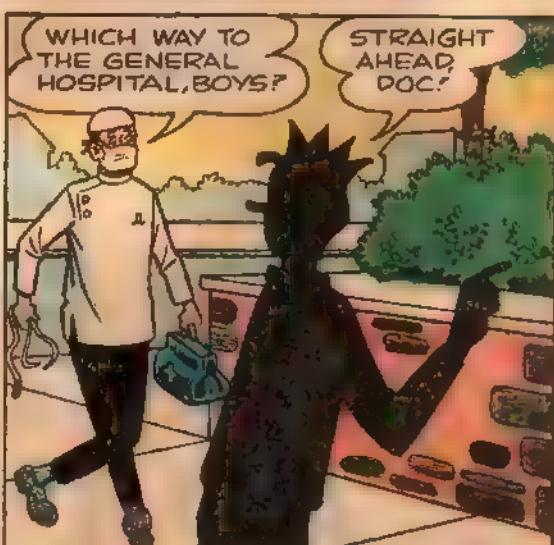
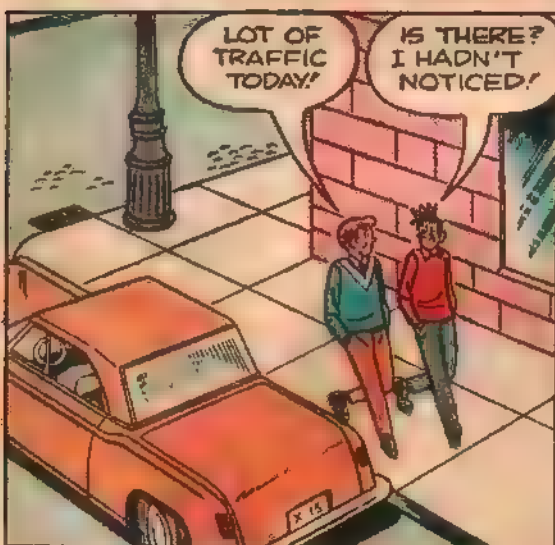
City _____ State _____

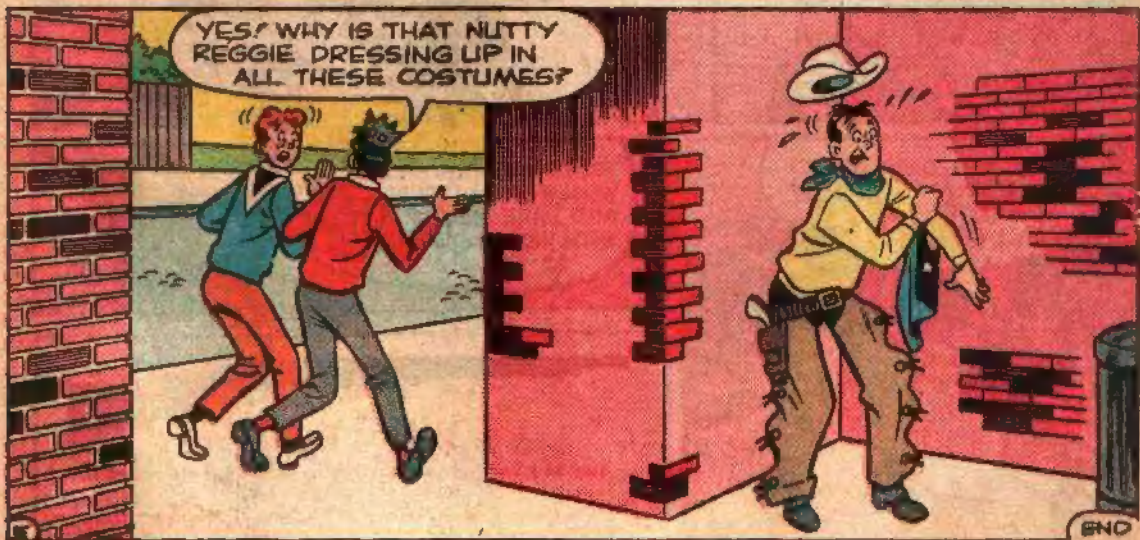
Mail This Coupon Today!











**Now Rainy Days
can be fun days!**

*How a Daisy B-B Gun
can be a barrel of
family fun*

Daisy Manufacturing Company B-B Gun Division, Rogers, Arkansas

ANOTHER RAINY SATURDAY AND
BILL WAS HOPING TO PLAY OUTSIDE



MEANWHILE... BILL'S DAD HAD AN
IDEA FOR INDOOR FUN.

HMM... LOOKS JUST
LIKE A REAL 22 RIFLE.
BET BILL WILL LOVE
THIS ONE.

IT'S DAISY'S NEW MODEL
26. A "SPITTIN' IMAGE"
OF THE POPULAR
REMINGTON "FIELDMASTER"
... PERFECT IN EVERY DETAIL



I KNOW BILL'S BIRTHDAY ISN'T
UNTIL WEDNESDAY BUT HE'S
BEEN WANTING THIS DAISY
B-B GUN FOR A LONG TIME
TODAY'S THE DAY TO GIVE
IT TO HIM.

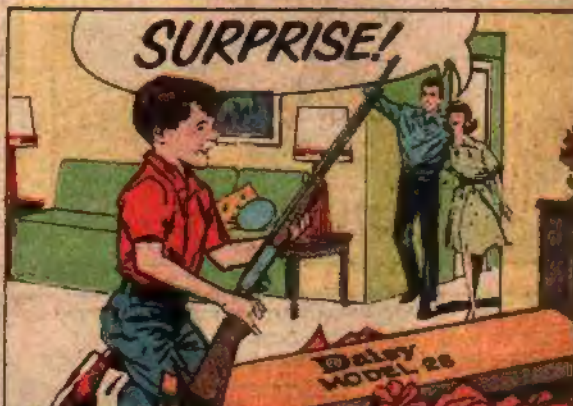
TODAY? BUT
WHERE WILL
HE SHOOT?



SHH! IN THE FAMILY ROOM /
I JUST STUFFED A CARDBOARD
BOX WITH PAPER AND HUNG
AN OLD BLANKET BEHIND IT.
A COMPLETE INDOOR RANGE!



SURPRISE!



GEE MOM, DAD'S GREAT /
NOW RAINY DAYS WILL BE
FUN DAYS FOR
ALL OF US.



YOUR FAMILY WILL HAVE FUN
WITH A DAISY, TOO. BILL'S DAD
AND I ARE ALMOST AS TICKLED
WITH INDOOR SHOOTING
AS BILL IS!



Daisy B-B Guns

\$5.98 to \$15 at Hardware, Sporting Goods and Department Stores

Write for a FREE 1963 catalog

Daisy Manufacturing Company, Box 752, Rogers, Arkansas 72756



CUT OUT
BUSINESS
REPLY
CARD
AT
RIGHT

Cut Along Dotted Line - Mail Today

FROM:

Your
Name _____
Address _____
Apt. No. _____
City _____ State _____ Zip Code _____

FIRST CLASS

PERMIT No. 589

White Plains, New York

BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY

CHEERFUL CARD COMPANY

12 Bank Street

White Plains, New York 10606

Dept. M-10

**FILL IN
AND MAIL
TODAY**

**No Stamp
Necessary**

Cut Along Dotted Line - Mail Today

Fill in Name And Address On Reply Card Above—CUT OUT AND MAIL TODAY—No Stamp Necessary

DO YOU NEED EXTRA MONEY?

It costs you nothing to try

\$100.00 IS YOURS

for selling only 100 boxes of our Fabulous Foils Christmas Card assortment, \$1.00 for selling 1 box, \$2.00 for 2 boxes, \$10.00 for 10 boxes, etc. You can make a few dollars or hundreds of dollars. All you do is call on neighbors, friends and relatives anywhere in your spare time. Everyone needs and buys Christmas Cards. Cut out Business Reply Card above — mail it today — and free samples of personalized Christmas Cards and stationery — plus other leading boxes will be sent you immediately on approval for 30 day free trial. You get everything you need to start making money the day your sales kit arrives. No experience necessary.

IT COSTS YOU NOTHING TO TRY

Last year some folks made only \$25 to \$50 while others made \$150 — \$250 — \$500 and more selling our entire line of greeting cards. Many church groups, organizations, schools, lodges, etc. do this year after year. Everybody buys Christmas cards.

**FREE
SAMPLES**
PERSONALIZED
CHRISTMAS CARDS
AND STATIONERY



**FABULOUS FOILS
CHRISTMAS ASSORTMENT**
21 really deluxe cards.
Excitingly different



**PINK SATIN
ALL OCCASION ASSORTMENT**
21 distinctive cards
of rare beauty.
Tremendous appeal



**CHRISTMAS GIFT
WRAPPING ENSEMBLE**
20 gay, colorful large
sheets plus matching
gift tags. Terrific!



**WARMEST WISHES
CHRISTMAS
ASSORTMENT**
21 exquisite cards
with an original, artistic
use of color. Stunning



**HOLY-NIGHT
CHRISTMAS ASSORTMENT**
21 reverently beautiful cards with
appropriate sentiments and Scripture.
Verses—An outstanding box



STATIONERY ENSEMBLE
Charming design on rich
vellum sheets and notes.
lined envelopes. Just lovely



CHEERFUL CARD COMPANY, Dept. M-10, White Plains, New York 10606